

Independent Publishing Boot Camp Marketing

By Cheri Cowell
Owner/Publisher EA Books Publishing

Information SuperHighway

The Destination:

Building Yours

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Websites

- Do it yourself
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- Semi-custom
- Custom

Questions to Consider

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Driving Traffic There

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Amazon–The Big Boy on the Block

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Branding Strategy

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Applying Brand to Your Website

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Tying It All Together Why Are They Getting Off the Ramp?

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Developing a Six-Month Plan

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Making It Look Easy

“I finished my first book seventy-six years ago. I offered it to every publisher on the English-speaking earth I had ever heard of. Their refusals were unanimous; and it did not get into print until, fifty years later; publishers would publish anything that had my name on it.”

– George Bernard Shaw